



United States
Environmental Protection
Agency

Office of Solid
Waste and Emergency
Response
(5202G)

EPA 540-V99-004
OSWER 9200.1-32
PB 963204
December 1999

Is Your Web Site a Hit?



Using Focus Groups to Evaluate Your Web Site

Case Study: Superfund



[www.epa.gov/
superfund](http://www.epa.gov/superfund)

Is Your Web Site a Hit? Using Focus Groups to Evaluate Your Web Site

Focus groups are one tool that can help you view your site through a user's eyes. Here are some key points focus groups can teach you about your Web site:

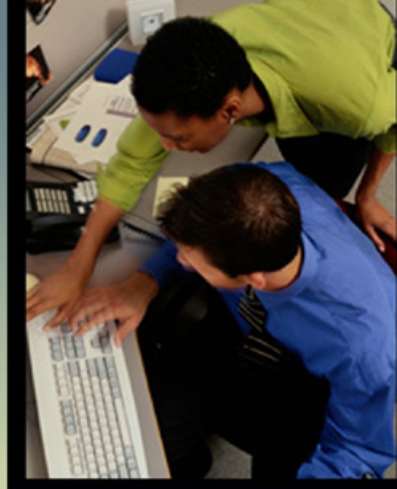
- What participants liked;
- How users navigate the site;
- Whether users were able to find specific information;
- What information users want;
- What users thought of advanced features; and
- Recommendations for improving the site.

Interested in a Focus Group for Your Web Site?

Focus groups help you ensure your Web site efforts are going in the right direction. Interested in focus group testing for your Web site? Here are some tips for planning one:

- Identify and recruit a diverse cross-section of your target audiences;
- Make it convenient, attractive, and rewarding to attend;
- Watch participants as they browse the site;
- Ask open-ended questions about likes, dislikes, and site functionality; and
- Be neutral when accepting both compliments and critiques.

www.epa.gov/superfund



For More Information

To receive a complimentary copy of our 12 minute video

**Is Your Web Site a Hit?
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or

For more information about the Superfund Web site focus groups, please contact:

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